















Town of Fort Smith
Community Services Committee
Tuesday, March 14th, 2023, at 7:00 pm
Town Hall Council Chambers

AGENDA

1. Call to Order
2. Declaration of Financial Interest
 - a. Statement of Disclosure of Interest
3. Delegations
4. Review
 - a. Agenda
 - b. Minutes
 - c. Visions and Values
 - d. Community Services Master Plan
 - e. Economic Development Plan
5. Directors Report
 - a. CRC Statistics February 2023
 - b. Mary Kaeser Library
 - i. Library Statistics February 2023
 - ii. Library Patron and Circulation Statistics February 2023
6. Economic Development
 - a. Economic Development Report – March 2023
 - b. Branding Style Guide Presentation
7. Advisory Boards
 - a. Community Services Advisory Board
 - i. CSAB Minutes February 23, 2023
 - b. Economic Development Advisory Board
 - c. Fort Smith Housing Plan Advisory Board
 - d. Climate Adaptation Advisory Board
8. Bylaw/Policy Review and Development
9. Administration
 - a. Briefing Note – Slave River Paddlefest
10. Other Business
 - a. NWTAC AGM Resolutions
11. Excusing of Councilors
12. Date of Next Meeting
13. Adjournment

| Attached Documents | |
|--|---|
| <div> Statement of Disclosure of Interest</div> | |
| <div> Community Services Minutes February 14</div> | <div> Vision and Values.pdf</div> |
| <div> Community Services Master Plan 2020.pdf</div> | <div> Economic Development Plan.p</div> |
| <div> f. CRC Statistics February 2023.pdf</div> | |
| <div> MKL Statistics February 2023.pdf</div> | <div> MKL Circulation Statistics February 2023</div> |
| <div> Economic Development Report</div> | <div> i. Town of Fort Smith Brand Guide (</div> |
| <div> CSAB Minutes February 23, 2023.pdf</div> | <div> BN Slave River Paddlefest Donations</div> |
| | |



Town of Fort Smith
Code of Conduct for Council Members

ATTACHMENT A

STATEMENT OF DISCLOSURE OF INTEREST

Name of Council Member: _____

Date of Disclosure: _____

Council Meeting or

Committee Name: _____

Meeting Date: _____

Agenda Item: _____

Agenda Item Description: _____

Description of type and nature of Interest (i.e., Interest or Conflict of Interest)

Interest: Personal ☐

 Pecuniary ☐

Conflict of Interest: ☐

Signature: _____ Date: _____

Councillor: _____

Office Use Only:

Recorded by _____ at: _____

Initials: _____

Date: _____



Town of Fort Smith
Community Services Standing Committee
Tuesday, February 14th, 2023, at 7:00 pm
Town Hall Council Chambers

Chairperson: Cr. Fergusson
Members Present: Mayor Daniels, D/M MacDonald, Cr. Campbell, Cr. Korol, Cr. Tuckey, Cr. Couvrette, Cr. Pischinger, Cr. Beaulieu

Staff Present: Cynthia White, Senior Administrative Officer
Katie Reid, Executive Secretary

1. Call to Order

Mayor Daniels called the meeting to order at 7:03 pm and handed the Chair to Cr. Fergusson.

Mayor Daniels gave condolences to the Bourke and Yanik family.

Cr. Fergusson read the acknowledgement of First Nations.

2. Declaration of Financial Interest

- a. Statement of Disclosure of Financial Interest – There were no disclosures of financial interest.

3. Delegation

There were no delegations.

4. Review

- a. Agenda – The agenda was reviewed. Cr. Couvrette requested adding discussion on northern indigenous counselling. D/M Macdonald requested adding discussion regarding the names of existing facilities within the CRC.

RECOMMENDATION

Moved by: D/M Macdonald

Seconded by: Cr. Campbell

That the agenda be adopted as amended to include discussion on Northern Indigenous Counselling and facility names within the CRC.

CARRIED UNANIMOUSLY

- b. Minutes – The Community Services Standing Committee Minutes of January 10th, 2023, were reviewed and adopted at the Regular Meeting of Council on January 17th, 2023. Cr. Couvrette spoke at the last meeting about reviewing and further developing the economic development strategy and initiatives and requested a timeline for review. Administration advised that there are externally funded projects are prioritized and currently ongoing for Climate Change and the Housing Plan. Additionally, she advised that the website renewal RFP and the marketing rebranding would be coming forward soon.

Cr. Korol requested an update on Pool hours and if the temperature has been regulated. She also requested an update on the Sauna and Hot Tub. Administration replied that there were significant issues to the Pool and Hot Tub chemistry resulting from an unplanned power outage and that there are legislated regulations for operations. Additionally, she advised that the Town was waiting for a replacement pump for the Hot Tub that had died early fall, and that this has been replaced. Regarding Pool hours, Administration advised that they would be holding another National Lifeguard Course soon.

- c. Vision and Values – The Vision and Values were reviewed.
 - d. Community Services Master Plan – The Community Services Master Plan was reviewed.
 - e. Economic Development Plan – The Economic Development Plan was reviewed.
5. Directors Report
- a. CRC Statistics January 2023 – The CRC Statistics for January 2023 were reviewed.
 - b. Mary Kaeser Library
 - i. Library Statistics January 2023 – The Library statistics for January 2023 were reviewed.
 - ii. Library Patron and Circulation Statistics January 2023 – The Library patron and circulation statistics for January 2023 were reviewed.

6. Economic Development
- a. Economic Development Report February 2023 – The Economic Development Report for February 2023 was reviewed. Administration advised that the Town is running a tourism incubator project and has partnered with SRFN on the initiative including planning a conference for potential tourism operators. She noted that the Town is also working with SRFN with their “on the land” camp and indicated that they are hoping to grow the camp beyond health and wellness, for tourism opportunities in the future.

Administration advised that the Town is working on refreshing their marketing brand and website. Further, community boards are working on the Housing Plan and Climate Adaptation Plan, and that there will be additional community consultation.

Administration advised that the EDO and Mayor attended PWK High School to present a Youth Entrepreneurship Plan and talk about being a business owner. Mayor Daniels was pleased to attend and felt the program was of value to the future of youth.

Cr. Couvrette noted that there were out of town teams that attended the Men’s Curling Championship, and that sports tourism brings value to the community. He advised that his intent in reviewing economic development initiatives is to develop a plan to sell sports tourism and other promotional activities in Fort Smith. He suggested an annual or bi-annual calendar of events be developed. Administration agrees that sports tourism is valuable and that they have advocated with Sport North to hold territorial tryouts in Fort Smith for multiple sports. Additionally, Minor Hockey has held numerous tournaments over the years with little support from Yellowknife, and that Fort Simpson held a basketball tournament over the past weekend and only Fort Smith and Hay River attended. She asked what can be done to encourage participation from other communities.

Cr. Couvrette replied that he brought this forward as it was discussed at the Legislative Assembly that cost is prohibiting in youth attending sporting events. He suggested contacting the Minister of MACA about approaching the federal government for funding as per the TRC calls for action for federal funding to be available to support sports and cultural activities. He also suggested inviting the Minister to meeting with Council to discuss a strategic initiative.

Administration would support inviting the MACA Minister to meet with Council and advised that there are other important topics for discussion too. She suggested extending an invitation with a full agenda.

RECOMMENDATION

Moved by: Cr. Couvrette

Seconded by: Cr. Pischinger

That the Mayor and Administration prepare an invitation to the Minister responsible for MACA to meet with Council.

CARRIED UNANIMOUSLY

Mayor Daniels supports sport tourism as it promotes economic development and would support finding ways to decrease costs for outside teams to attend tournaments. Cr. Fergusson noted that all businesses in Fort Smith either donate funding or in-kind to sports teams and events in the community.

7. Advisory Boards

a. Community Services Advisory Board

- i. CSAB Expressions of Interest; Payton Vogt, Sebastien Bourke, and Jacie Macdonald. Cr. Korol was very excited to have three new members join the board and advised that there is still one vacancy.

RECOMMENDATION

Moved by: Cr. Korol

Seconded by: Cr. Tuckey

That Payton Vogt, Sebastien Bourke, and Jacie Macdonald be appointed to the Community Services Advisory Board for a term ending December 31st, 2024.

IN FAVOUR – CR. CAMPBELL, CR. KOROL, CR. TUCKEY, MAYOR DANIELS CR. BEAULIEU, CR. PISCHINGER, CR. COUVRETTE

ABSTAINED – D/M MACDONALD

MOTION CARRIED

b. Economic Development Advisory Board

- i. EDAB Minutes January 19th, 2023 – The EDAB minutes from January 19th, 2023, were reviewed. Administration advised that the board is reviewing bylaws related to business licensing, but they are still in discussions and a recommendation has not come forward yet.

c. Fort Smith Housing Plan Advisory Board – Cr. Pischinger noted that this was included in the Economic Development Report.

d. Climate Adaptation Plan Advisory Board

8. Other Business

- a. Northern Indigenous Counselling – Cr. Couvrette advised that he read a CBC article that the Northern Indigenous Counselling program is being run by Dene Wellness Warriors in Yellowknife in association with Rhodes Wellness College to train indigenous counsellors in the north. Cr. Couvrette expressed concern that the program was not being run through the Aurora College and noted that the Social Services program was previously discontinued. He noted that Health and Social Services has identified significant gaps in counselling in northern communities, and a non-government group has taken on the initiative, meanwhile the Aurora College has done nothing to advance counselling training.

Cr. Couvrette felt that COVID-19 has placed additional pressure on social services, and citizens across the north, and thinks the Aurora College should advise when they will reintroduce the program within their curriculum.

Cr. Korol advised that the Aurora College President would be delegating at the Corporate Services meeting on March 7th and that she would include this as a question. Cr. Couvrette was pleased with this but felt the Minister of ECE should also be engaged and have accountability for the direction of the Aurora College, as well as the Minister responsible for Health and Social Services. Mayor Daniels agreed that the Aurora College should expand beyond trades training and that a letter should be sent on the matter.

Administration suggested revitalizing the Post-Secondary Education Committee of Council to advocate for this. Additionally, she noted that a professional lobbyist could be hired to take this on and other issues of Council. D/M Macdonald advised that this initiative is of common interest amongst community leadership and thinks if presented together, Fort Smith would have a stronger voice. Cr. Pischinger agreed to bring the issue to community leadership. D/M Macdonald suggested bringing this forward to the Council Meeting on February 21st for an update, after discussing with leadership. Mayor Daniels advised that he would contact leadership.

- b. Names of Facilities within the CRC – D/M Macdonald advised that posters advertised with respect to facilities in the CRC are not referred to by their official name such as the William Schaefer Memorial Pool and the Mary Kaeser Library, and requested their official names be used on notifications. Administration confirmed this.

9. Date of Next Meeting

The next Community Services Standing Committee meeting will be held on March 14th, 2023.

10. Adjournment

RECOMMENDATION

Moved by: D/M Macdonald

Seconded by: Cr. Korol

That the meeting be adjourned at 7:44 pm.

CARRIED UNANIMOUSLY

Vision

The vision statement outlines what our community wants to be. Our vision statement provides a basis for future decision-making and activities.

The Town of Fort Smith will work with our partners to enhance our excellent quality of life by respecting values, traditions, and healthy lifestyles. We will continue to advance as a unified, active and prosperous community.

Values

The mission defines how the Town will operate; it represents what is fundamentally important to us in how we work with each other and represent the citizens of Fort Smith.

- **Welcoming** – we are a friendly community which embraces our visitors, students and residents alike.
- **Innovative** – we take on new challenges in the pursuit of excellence.
- **Sustainable** – we are committed to sustainability in our Town's operations and development.
- **Unified** – we work with Indigenous governments and our partners to implement our plans and achieve our goals.
- **Committed** – we operate professionally and to the highest ethical standards.

Town of Fort Smith Community and Recreation Centre Stats

Feb-2023

| Fort Smith Commuity and Recreation Centre | Jan Sessions | Jan Participants | Feb Sessions | Feb Participants |
|---|-------------------------|-----------------------|-------------------------|-----------------------|
| Squash | Operational for 30 days | 46 | Operational for 28 days | 52 |
| Pete's Gym | Operational for 30 days | 1248 | Operational for 28 days | 1237 |
| Senior Lane Swim | 12 | 52 | 11 of 12 | 59 |
| Public Swim | 16 of 17 | 226 | 14 of 15 | 190 |
| Family Swim | No Family Swims | - | No Family Swims | - |
| Public Lane Swim | 20 of 22 | 53 | 17 of 20 | 56 |
| Parents & Tots Swim | 12 of 13 | 9 Parents; 10 Tots | 11 of 12 | 19 Parents; 20 Tots |
| Daycare Swim | 7 of 9 | 107 | 7 of 8 | 136 |
| Summer Camp Swim | - | - | - | - |
| Lifeguard Training | 2 | 4 | - | - |
| ASCP Swim | 3 of 4 | 78 | 4 | 124 |
| JBT Swim | - | - | - | - |
| PWK Swim | - | - | - | - |
| Pool Rentals | No Pool Rentals | - | No Pool Rentals | - |
| Swim Lessons | No Swimming Lessons | - | No Swimming Lessons | - |
| PWK Volleyball Tournament | - | - | - | - |
| Fort Smith Soccer Club | 7 of 8 | 318 | 8 | 383 |
| Drop-in Soccer | 5 | 37 | 4 | 53 |
| Drop-in Volleyball | 5 | 64 | 5 | 50 |
| Drop-in Badminton | 4 | 36 | 3 of 4 | 13 |
| Drop-in Sports | 11 | 136 | 11 of 12 | 80 |
| Drop-in Basketball | 3 | 34 | 3 | 32 |
| Family Drop-in Sports | 4 | 19 | 4 | 17 |
| Parents & Tots Gym | 26 | 173 Parents; 377 Tots | 24 | 201 Parents; 442 Tots |
| Gym Rentals | 15 of 24 | 323 | 19 of 24 | 507 |
| Pickleball | 9 | 95 | 11 of 12 | 96 |
| Post Natal Class | - | - | - | - |
| Youth Night | 8 | 138 | 8 | 109 |
| Boot Camp (fitness room) | - | - | - | - |
| Zumba (fitness room) | 8 | 56 | 7 | 49 |
| PWK Fire Drill | 1 | 118 | 1 | 112 |
| PWK Basketball | 2 | 60 | - | - |
| PWK Gymnasium | 1 | 16 | - | - |
| Figure Skating (fitness room) | - | - | - | - |
| Archery | 10 | 10 | - | - |
| YK Soccer | - | - | - | - |
| Girl Guides (curling Lounge) | 13 | 100 | 12 | 74 |

Comments: .

| Fort Smith Centennial Arena | Jan Sessions | Jan Participants | Feb Sessions | Feb Participants |
|-----------------------------|--------------|-------------------------|--------------|-------------------------|
| Rec Hockey | 6 | 110 on-ice, 58 off-ice | 6 | 81 on-ice, 23 off-ice |
| Womens Hockey | 10 | 223 on-ice, 51 off-ice | 6 | 70 on-ice, 14 off-ice |
| Old Timers Hockey | 7 | 119 on-ice, 34 off-ice | 7 | 143 on-ice, 28 off-ice |
| Public Skate | 4 | 28 on-ice, 15 off-ice | 7 | 78 on-ice, 27 off-ice |
| Family Skate | 3 | 38 on-ice, 92 off-ice | 6 | 50 on-ice, 4 off-ice |
| Rentals | 5 | 69 on-ice, 39 off-ice | 5 | 47 on-ice, 51 off-ice |
| Minor Hockey | 43 | 607 on-ice, 774 off-ice | 41 | 585 on-ice, 562 off-ice |
| Figure Skating | 57 | 547 on-ice, 512 off-ice | 42 | 381 on-ice, 327 off-ice |
| Youth Skinny | 2 | 17 on-ice, 7 off-ice | 3 | 16 on-ice, 25 off-ice |
| Parents N Tots | 1 | 2 on-ice, 1 off-ice | 1 | 1 on-ice, 0 off-ice |
| Curling Mens Tournament | - | - | 3 | 129 |

Comments: .

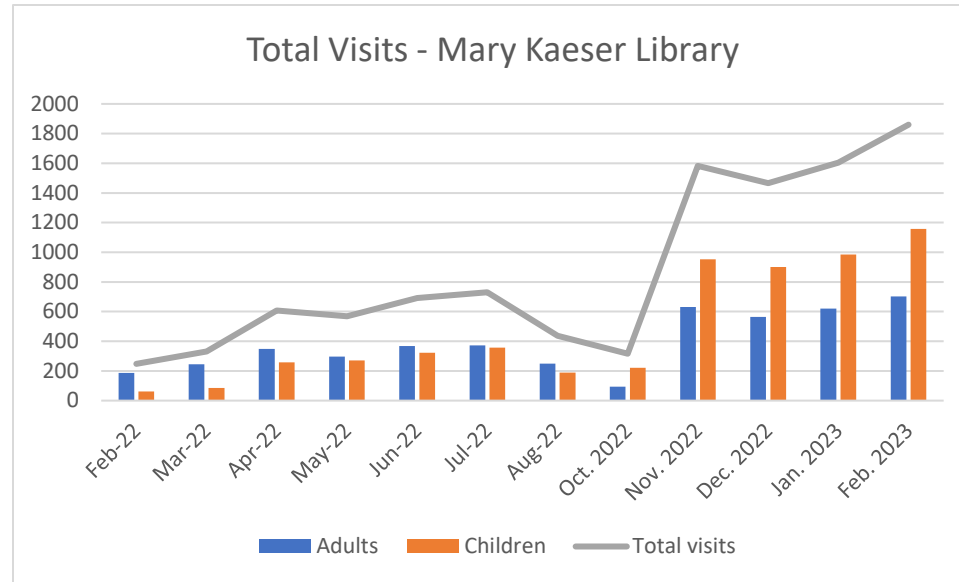
| Fort Smith Child Care | Jan Sessions | Jan Participants | Feb Sessions | Feb Participants |
|-----------------------|--------------|----------------------------|--------------|----------------------------|
| ASCP | 12 | 276/360; 13 Drop-ins(HD) | 20 | 536/600; 31 Drop-ins(HD) |
| Daycare | 16 | 16FT, 2HT; 13 Drop-ins(HD) | 20 | 15FT, 2HT; 52 Drop-ins(HD) |

Mary Kaeser Library

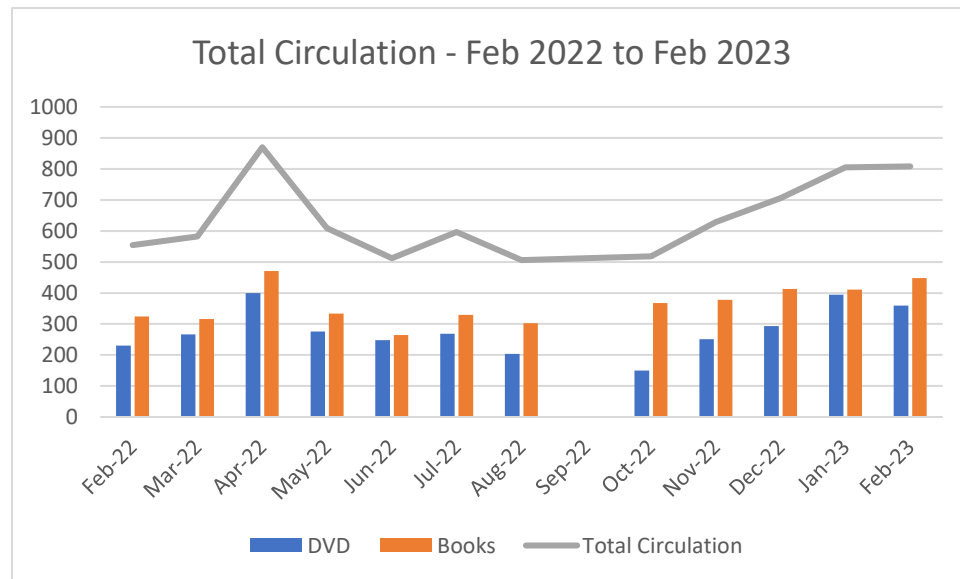
Activity Report February 2023

| | Feb-22 | Last Month | Feb-23 | YTD |
|---|------------|-------------|-------------|-------------|
| Adults | 187 | 620 | 703 | 1323 |
| Children | 61 | 984 | 1157 | 2141 |
| Total attendance | 248 | 1604 | 1860 | 3464 |
| CAP Computer Users | 20 | 361 | 439 | 800 |
| CAP Computer Hours | 29.25 | 384.25 | 484.5 | 868.75 |
| Wifi users | 29 | 138 | 165 | 303 |
| Programming: | | | | |
| Family literacy | n/a | 37 | 97 | 134 |
| Adult programs | n/a | 39 | 71 | 110 |
| Seniors programs | n/a | n/a | 1 | 1 |
| Friday Fun | n/a | 36 | 44 | 80 |
| holiday/spring break/summer reading | 5 | n/a | n/a | n/a |
| Teen programs | n/a | 2 | 0 | 2 |
| Class visits | n/a | n/a | 24 | 24 |
| Total program Attendance | 5 | 114 | 237 | 351 |
| Other | | | | |
| Circulation stats | 435 | 809 | 807 | 1616 |
| Inter-library loan requests (MKL patrons) | 12 | 13 | 20 | 33 |
| Inter-library loan requests (NWT patrons) | n/a | 12 | 8 | 20 |
| Printing (pages) | n/a | 110 | 142 | 252 |
| Items 3D printed | n/a | n/a | 20 | 20 |
| Reference | 35 | 63 | 49 | 112 |
| Operational Hrs | 116 | 217 | 221 | 438 |

MKL Stats – February 2023

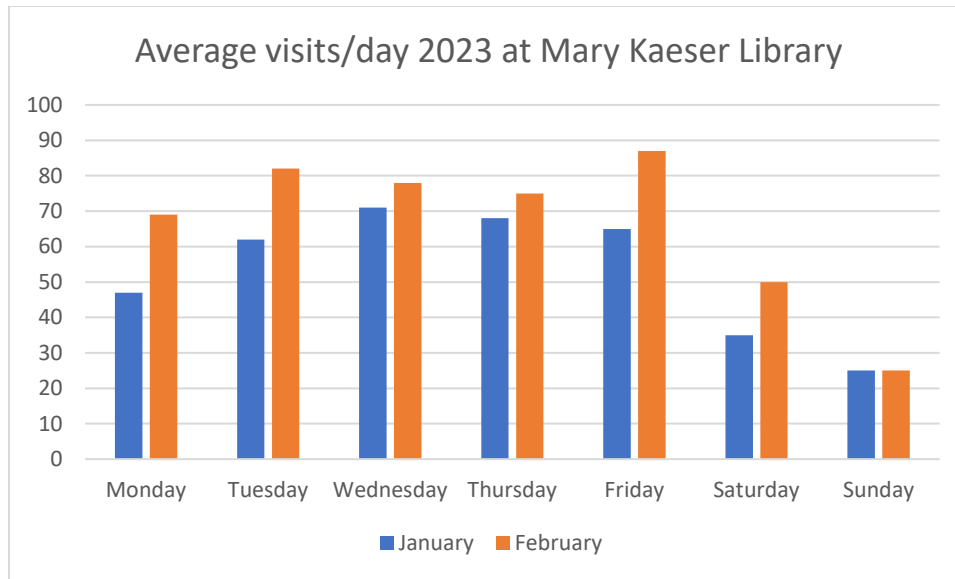


| | Adults | Children | Total visits |
|-----------|--------|----------|--------------|
| Feb-22 | 187 | 61 | 248 |
| Mar-22 | 245 | 86 | 331 |
| Apr-22 | 349 | 258 | 607 |
| May-22 | 296 | 272 | 568 |
| Jun-22 | 368 | 323 | 691 |
| Jul-22 | 373 | 358 | 731 |
| Aug-22 | 249 | 188 | 437 |
| Sep-22 | CLOSED | | |
| Oct. 2022 | 95 | 222 | 317 |
| Nov. 2022 | 631 | 952 | 1583 |
| Dec. 2022 | 564 | 901 | 1465 |
| Jan. 2023 | 620 | 984 | 1604 |
| Feb. 2023 | 703 | 1157 | 1860 |



| | DVDs | Books | Total Items |
|--------|--------|-------|-------------|
| Feb-22 | 230 | 324 | 554 |
| Mar-22 | 266 | 316 | 582 |
| Apr-22 | 399 | 471 | 870 |
| May-22 | 276 | 333 | 609 |
| Jun-22 | 248 | 264 | 512 |
| Jul-22 | 268 | 329 | 597 |
| Aug-22 | 203 | 303 | 506 |
| Sep-22 | CLOSED | | |
| Oct-22 | 150 | 368 | 518 |
| Nov-22 | 251 | 378 | 629 |
| Dec-22 | 293 | 413 | 706 |
| Jan-23 | 394 | 411 | 805 |
| Feb-23 | 359 | 448 | 808 |

MKL Stats – February 2023



| | January | February |
|-----------|---------|----------|
| Monday | 47 | 69 |
| Tuesday | 62 | 82 |
| Wednesday | 71 | 78 |
| Thursday | 68 | 75 |
| Friday | 65 | 87 |
| Saturday | 35 | 50 |
| Sunday | 25 | 25 |

ECONOMIC DEVELOPMENT REPORT

MARCH 2023

1. Tourism Attraction

Goal: Capture a larger segment of the regional tourist market

Tourism represents a significant potential growth market for Fort Smith. Driven in the summer by outdoor adventure activities and in winter by aurora viewing and winter events, tourism has been a growth industry for the NWT over the past decade.

As the industry emerges from the impacts of the pandemic and returns to a new normal over the next few years, Fort Smith is well-positioned to take advantage of potential future growth in the tourist industry.

Potential growth segments include outdoor adventure travel, with a particular focus on:

- Ecotourism,
- The southern road touring market,
- The short haul getaway market with a particular focus on Yellowknife,
- Sports and events,
- Meetings and conferences,
- Indigenous tourism,
- Aurora viewing. The limited accommodation, packages and products serve as a constraint to development in the short term.

The economic development staff ensure that the community has ongoing marketing and promotion happening across multiple media sources. The purpose of our on-going campaigns is to raise the awareness and profile of Fort Smith for people that live outside of the community using an integrated approach of social media, website, SEO, videos, and print materials.

ECONOMIC DEVELOPMENT REPORT

MARCH 2023

Marketing

Key ongoing strategies that the economic development department are working on include:

1. Summer and Winter marketing campaigns –The focus is to promote general awareness of Fort Smith, general touring as well as promote key seasonal events and festivals that require visitors to register for in advance.
2. To date, for 2023, the economic development staff have invested in the following marketing campaigns:
 - a. Paid social media ads on Facebook and Instagram targeting key events happening in Fort Smith that will bring in visitors including NWT Men’s Curling Championship, Thebacha Ski Loppet, Big Fun Snowboarding, Wood Buffalo Frolics, Thebacha Sled Dog Races, general winter touring itinerary ads.
 - b. Promotional information and updates on the ToFS website in various places including the main page, a focused visitor landing page (www.fortsmith.ca/stay), and specific event pages.
 - c. Partnering with NWT Tourism for promotional Fort Smith videos set up for Search Engine Optimization (SEO) on sites such as Google.
3. The economic development staff use a range of tools to reach our target groups (outlined in the Fort Smith Strategic Marketing Plan) including both online and print material.
4. Print materials that the economic development department are currently working on include:
 - i. New Fort Smith Visitors Guide
 - ii. Rack card – Winter Activity To-Do List, like our rack card for our Summer Activity To-Do List.

ECONOMIC DEVELOPMENT REPORT

MARCH 2023

2. South Slave Tourism Development Workshops

Goal: Grow Tourism Opportunities in Fort Smith

<https://www.thefirecircle.ca/sstdw>



The Town of Fort Smith is excited to announce that the South Slave Tourism Development Workshops will be held in Fort Smith on **April 20 - 22, 2023!**

The South Slave Tourism Development Workshops started as an idea for a tourism incubator, a place to grow and be more innovative about tourism development. We see it as a way to develop and grow local businesses and build partnerships, and the region.

This initiative will see us coming together, being more innovative and creative, and having a stronger collective voice.

We have partnered with Salt River First Nation, the Town of Hay River, GNWT Industry, Tourism & Investment, and Firecircle. Firecircle is a company that prides itself on developing rural and remote businesses and regions across Canada. Along with Firecircle, other key presenters will include the Executive Director and Chief Marketing Officer for NWT Tourism, and local business owners, adding important local and industry specific knowledge to the conversation.

This event will connect the South Slave region! We will work on connecting communities, Indigenous Governments, and tourism operators, expanding partnerships, providing inspiration for new tourism experiences, and taking the South Slave region to the next level!

The economic development staff are busy putting together the key components to make this event a success including promoting the event, securing registrations, asking community members to sign up, arranging catering, identifying and requesting guest speakers, arranging entertainment and tourism experience options.

If you are interested in being a part of this event, follow the link to register:

<https://www.thefirecircle.ca/sstdw>

ECONOMIC DEVELOPMENT REPORT

MARCH 2023

3. Fort Smith Brand Re-Fresh

Goal: To differentiate Fort Smith from other communities in the Northwest Territories. To build brand ambassadors who will advocate for Fort Smith as an exceptional place to visit, live, and do business.

We can no longer be “all things to all people” in today’s market. To be successful – in business or as a community – we must differentiate ourselves from everyone else.

There are over 50 communities in the northern territories, over 200 in Alberta, and every single one is instantly accessible via the web. To win we must find our “unique selling proposition” that sets us apart from everyone else and then build that as our foundation. This is the art of branding.

“Branding is the art of setting yourself apart from everyone else. Being a place that has “something for everyone” can be anywhere and says nothing about you.” According to the Destination Development Association.

A brand is a perception – what people think of the area when they hear Fort Smith mentioned. It is also a promise that Fort Smith will deliver on that perception.

In this new reality of shrinking federal and territorial funding for communities, each community must think and act like a business: We must find new ways to import more cash than is exported. Communities are now required to get into branding to be successful. We must find our niche, create new business opportunities within that niche, and then promote it like crazy.

The economic development staff, working with Outcrop Communications, have taken the research previously done for the brand and outline the opportunities to use the brand more effectively. This includes upgrades to the logo, the brand tone and messaging, and expanding on the “Unexpected, Unforgettable” tagline. Brand messaging is also targeted to local businesses and clubs with ideas on how they can support the brand.

The final document is a tool kit that can be used internally by staff across multiple departments to ensure the Town has a collective voice.. As well as externally with local businesses and organizations adopting the tag lines and key messaging for the whole community.

The brand message is what people should believe about Fort Smith by interacting with any aspect of the community: **“In Fort Smith you’ll find the unexpected and live in the unforgettable.”**

As quoted in the document, **“Together, we all contribute to what people think about Fort Smith.”** This includes ToFS staff, council members, local businesses, clubs, Indigenous Governments, and non-profit organizations.

ECONOMIC DEVELOPMENT REPORT

MARCH 2023

4. Fort Smith Housing Plan

Goal: Create a community-led plan for strategic investment in housing by various levels of government, local businesses, and other organizations.

Increasing access to affordable housing, particularly smaller rental units for singles and couples, is critical to improving the attractiveness of Fort Smith to prospective permanent and temporary residents (including remote workers and digital nomads).

Increasing the supply of housing can also expand the tourist accommodation base, through Airbnb and other short-term rentals.

A review of current housing will involve looking the existing mix of housing, the current and projected housing demand, factors slowing the rate of new home construction, and potential strategies. The Town will then collaborate with developers, builders, and other stakeholders to accelerate construction

- Next steps will be a Fort Smith Housing Survey that will go out to the community at the end of March
- The goal of the survey is to supplement the current housing data we have with additional indicators that can be measured over time. It allows us to reach a broad spectrum of the community and will provide community specific data.

5. Youth Entrepreneur Program

Goal: To support business and workforce development for both the current and future economy of Fort Smith.

The program was launched on Feb. 7, 2023, and will run for eight weeks with over **50 students participating**. The final event will be an **Entrepreneur Show on March 23, 2023**, where students will sell their products as the final piece to their business plan and product operations. This event will be open to the public to attend.

Economic development staff have been assisting in the classroom twice a week, supporting local business owners to come into the classroom and talk about their experiences to the students, and assisting in after school support once a week where kids are working on their products.

ECONOMIC DEVELOPMENT REPORT

MARCH 2023

6. Fort Smith New Job Creation Fund

Goal: Create new jobs for long term economic growth

The Fort Smith Job Creation Fund is a GNWT funded program which supports new employment opportunities in Fort Smith. This funding encourages local job creation and puts Fort Smith in a better position for long-term economic growth.

Private sector businesses and non-profit organizations across all industries can apply for funding to reduce the costs of hiring and training for new positions within their organization.

The objective of the fund is to support local employers by creating new, ongoing, long-term positions in their organization. The funding will also support employees by building skills in the community, providing liveable wages, keeping northern workers in the North, allowing for local businesses to expand their products or services, and building or expanding new sectors in Fort Smith.

In the 2022 – 2023 fiscal year the fund supported twelve local businesses and created 29 new positions.

The Town is now accepting Expressions of Interest for the 2023 – 2024 fiscal year.

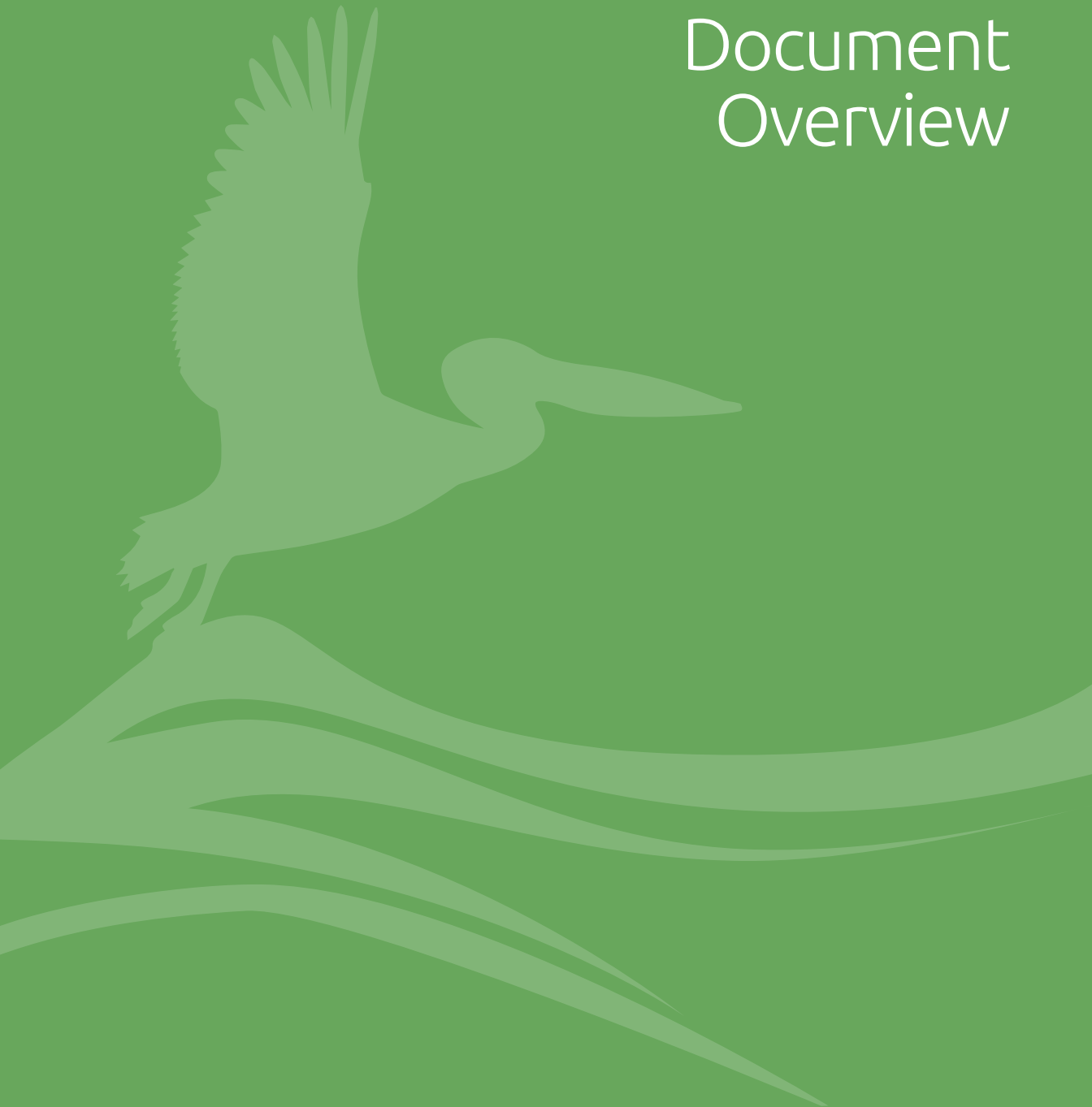
For more information go to: www.fortsmith.ca/newjobs .

Brand Style Guide



Fort Smith
NORTHWEST TERRITORIES

Document Overview



The Town of Fort Smith's Branding Toolkit

The Town of Fort Smith Branding Toolkit is the start of a full brand refresh. The purpose of this document is to present the main body of work that has been done to update the brand and provide guidance on how to work with the new brand effectively. This document also maps out the areas where there are more opportunities to develop. This provides a focus for future work.

What's Included

The document is divided into two major sections. These include an overview of the Town of Fort Smith Brand and Brand Usage Guidelines.

The Town of Fort Smith Brand - This section provides a quick overview and history of the town's brand, and defines the key audiences that the town's communication addresses. This is followed by an examination of the new brand, with the rationale behind elements like the logo, colour pallet, font choice, brand tone, tagline and more.

Brand Usage Guidelines - This section discusses how the new brand would actually be used in a variety of applications. It outlines how to best use the brand for different audiences, and explores how third parties and partnerships can support the brand and guidelines for proper usage

How To Use This Document

This brand toolkit document provides a strong framework for building the town of Fort Smith's new brand. The Town of Fort Smith Brand section provides all the individual elements that are brought together when working within the brand. This section provides the rules that must be adhered to to ensure Fort Smith has a consistent brand.

This document contains many different examples of how the brand could be used in ads, signage, documentation and more. The later topics in the Brand Usage Guidelines provide recommendations for how creative assets can be further developed and lists some considerations for working with external partners or creating specific brand elements. These sections are good outlines for where to focus future work.

What Is A Brand?

A brand is much more than just a logo or tagline - it's an entire personality. For the Town of Fort Smith, our brand is the way we speak about ourselves and the way we want people to speak about us. It's the colours we think best represent us and the things we think are the most important. A brand is what remains consistent about how the Town of Fort Smith is perceived.

Why Is The Brand Important?

When many people work collaboratively in an organization, an established brand is the collectively agreed-upon point to speak from. As individuals come and go, the brand helps the town maintain a consistent personality. By following the brand, the Town of Fort Smith always has a recognizable identity. If that brand is done right and the personality fits the town, it will create a sense of familiarity and stability. To residents, visitors, and developers, the consistency makes the town recognizable and a voice that inspires trust. Without a brand, the personality of the town can deviate, contradict, and appear disorganized to people who interact with the town.

The Town of Fort Smith Brand



The Town of Fort Smith

The Town of Fort Smith is a community of 2,500 people, located along the banks of the mighty Slave River, near the border of Northern Alberta. Once the capital of the Northwest Territories, this vibrant, multicultural community is the gateway to Wood Buffalo National Park. The community's pristine natural beauty, abundant wildlife, recreation activities and welcoming environment has a broad appeal to both locals and visitors to the region.

When initially developed in 2014, the Fort Smith brand was created to reflect the key elements of the iconic destination including the bison, pelican, Slave River rapids and the aurora and the capture essence of the community.



The Brand History and Background

The Town of Fort Smith had an existing brand that has recognition and familiarity with the people of the community and frequent visitors. Its primary element - the logo - reflects the natural attractions that are significant to the community and area, with a tagline that references the variety of unique and memorable aspects of life in Fort Smith.

It was important that this brand refresh preserved the recognizable and familiar elements of Fort Smith's existing brand. The refresh focused on updating dated elements of the brand and extending the useability of the brand for more audiences.

The new brand provides clear opportunities for customization, through a suite of visual icons and a template tagline. This new brand has interchangeable elements that can be tailored to fit specific audiences, seasons, or other significant factors. This results in a brand that won't become dated as quickly, is highly responsive and is still recognizable as Fort Smith.



Key Target Audiences

Fort Smith has a variety of people it communicates with, and their interests and needs can be grouped into audiences. It is important to consider these audiences and what their expectations of the town are.

Local Residents

The town communicates with local residents for the largest variety of reasons. Residents look to the town for information on important municipal issues as well as for updates on events, festivals, and opportunities for adventure. Locals will also look to the town for a sense of identity, and they will want to see the brand represent the Fort Smith they experience.

Business Interests

The business interests audience is made up of parties with a primarily financial or investment-based relationship in the town. People in this audience can be residents, but they also interact with the town from a business-owner's perspective. They are looking for clear information to use in decision-making, but will also be encouraged by a town that feels thriving, responsive, and rich in opportunity.

Visitors

Visitors or tourists are likely to know the least about Fort Smith, and will be most interested in "meeting" the personality of the town. After that, they will be looking for clear contact information for operators and amenities, or ways to move forward in their trip planning. Visitors will want to see what is exciting about the town, and will gravitate towards communication feels inspiring and adventurous.

Potential Relocations

As potential residents or business interests, people who are interested in moving to Fort Smith are an intersection of other audiences. Like visitors, they may know very little about Fort Smith and will want to be inspired by a place that feels exciting and inviting. They are looking to make an investment in Fort Smith beyond just a vacation, and so will need clear and confidence-inspiring communication to feel informed.



SECONDARY LOGO VERSION



Fort Smith

NORTHWEST TERRITORIES

FULL LOGO LOCKUP

The Town of Fort Smith Logo

We love our logo so we want to ensure it is used properly. Our logo is an integral part of our brand.

Logo Refresh

The Logo Refresh maintains the same diamond configuration and colour palette as the previous version. An emphasis on the elements of earth (ground), water, sky (air) is reflected within the images and patterns depicted.

Bison

The bison icon was updated to balance the sky/water patterns as well as the new pelican graphic. It is more active, seemingly “moving forward” through the frame. The earth-like pattern from the water icon grounds the image and adds weight to further balance the icon within the logo arrangement.



Fort Smith

NORTHWEST TERRITORIES

VERTICAL LOGO



Fort Smith

NORTHWEST TERRITORIES

HORIZONTAL LOGO

Pelican

The new pelican icon mirrors the forward movement of the bison, providing symmetry and direction with the diamond shaped logo. A pelican in motion is a beautiful thing and it is a strong reflection of the abundant and diverse wildlife in and around the area.

Water

Never still, ever moving, the water pattern within the Town of Fort Smith logo continually flows from one diamond-shaped

icon through the next, continuously propelling all (the bison, pelican, viewer) towards Fort Smith, Northwest Territories.

Aurora

Blending hues of white, pink and green, the aurora dances across the sky within the logo, visually balancing the energetic flow of the water pattern directly below it.

The Aurora is the only icon within the Town of Fort Smith logo that remains in full colour (using all three hues), even in reverse, to allow it to continually shimmer. Please see page X for further reference.



Fort Smith

NORTHWEST TERRITORIES

FULL LOGO/WORDMARK LOCKUP



Fort Smith

NORTHWEST TERRITORIES

Unexpected potential. Unforgettable opportunities.

FULL LOGO/WORDMARK WITH TAGLINE LOCKUP



PRIMARY LOGO



SECONDARY LOGO

Fort Smith
NORTHWEST TERRITORIES

WORDMARK

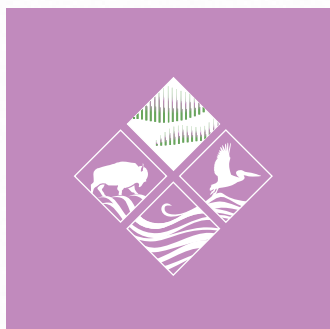
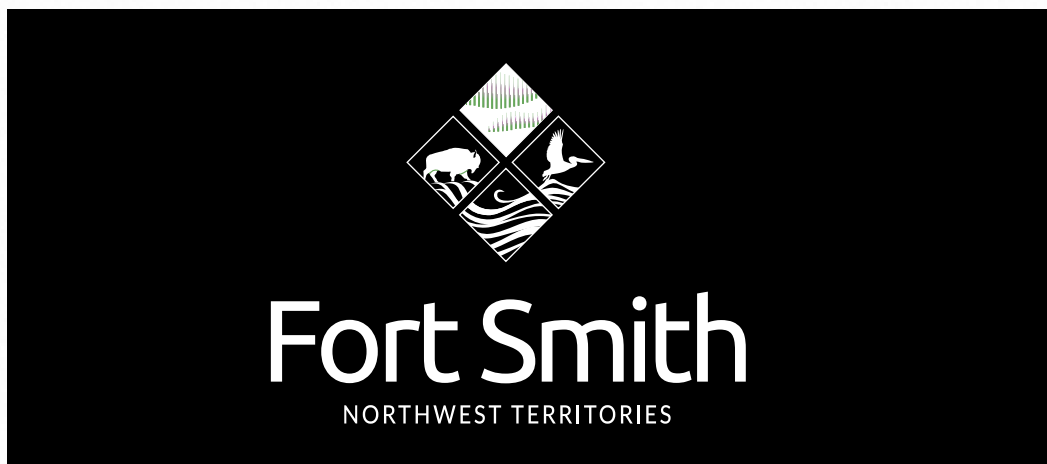


Mininum Size and Clear Space

In order to retain the integrity of our logo while maintaining its visual and textual legibility, it should never be reproduced at a size smaller than than 1.0 inches in height for the vertical iteration, and 2.0 inches for the horizontal.

To ensure the logo does not compete with other logos or elements within a page layout (digital or print), the minimum CLEAR SPACE is equal to that of the logotype wordmark’s X-HEIGHT (Fort Smith).





REVERSE LOGO ON VARYING COLOUR BACKGROUNDS

Logo Versions

The Town of Fort Smith has 3 logo variations: full colour, black and white, and reverse. It is important to use each version correctly and appropriately to ensure there is enough contrast for the logo to be easily read.

As the logo is one of the most recognizable aspects of our brand, the full colour version should always be used unless: a) the background colour/pattern is too dark; or b) printing limitations dictates a one-colour

version. In a) the reverse logo is best suited for use. Please note, the Aurora is the only element within the Town of Fort Smith logo that remains in full colour (using all three hues) even in the reverse logo (see above). For b) the black and white logo is best suited for a one-colour application.

It is also vital the logo is used in its original form - it should not be altered or misused. It should always be placed on a plain background that gives enough contrast for the logo to be easily read.

A.



B.



C.



D.



E.



F.



No! No! No!

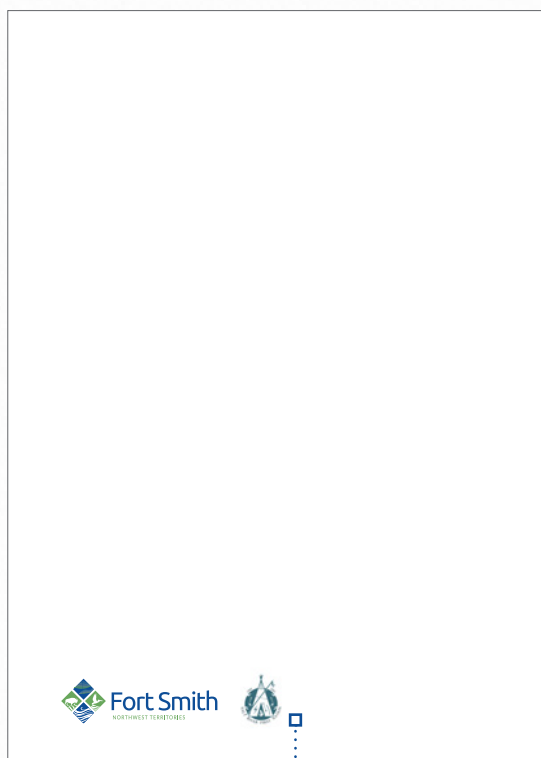
Logo Misuse

We love our logo so we want to ensure it is used properly. Our logo is an integral part of our brand.

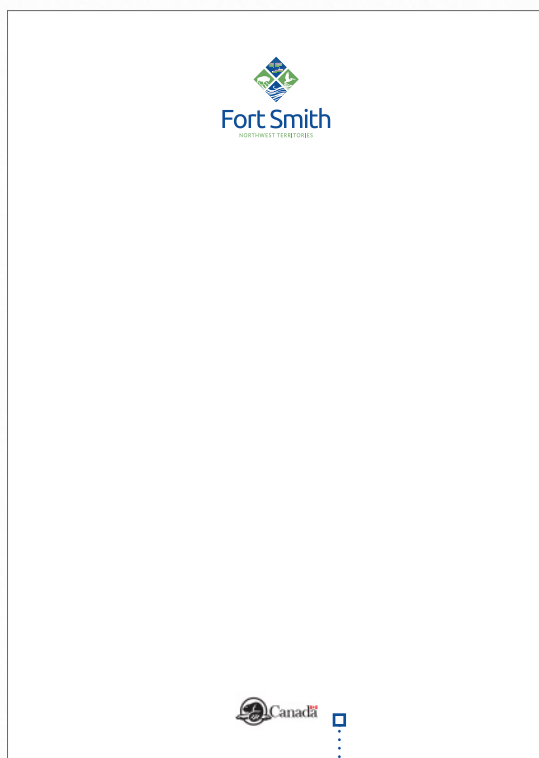
Common logo errors

Here are a few things to avoid.

- A. Do not skew, distort or rotate the logos or individual icons—scale them proportionally.
 - B. Do not use the logo on colours or imagery that will hide or clash with the colours in the logo.
 - C. Do not change the colour of any of the elements.
 - D. Do not remove any elements of the logo.
 - E. Do not use the logo with unapproved styles and effects.
 - F. Do not add any copy to or within the logo.
-



PARTNERSHIP PAIRING



SPONSOR PAIRING

Logo Partners

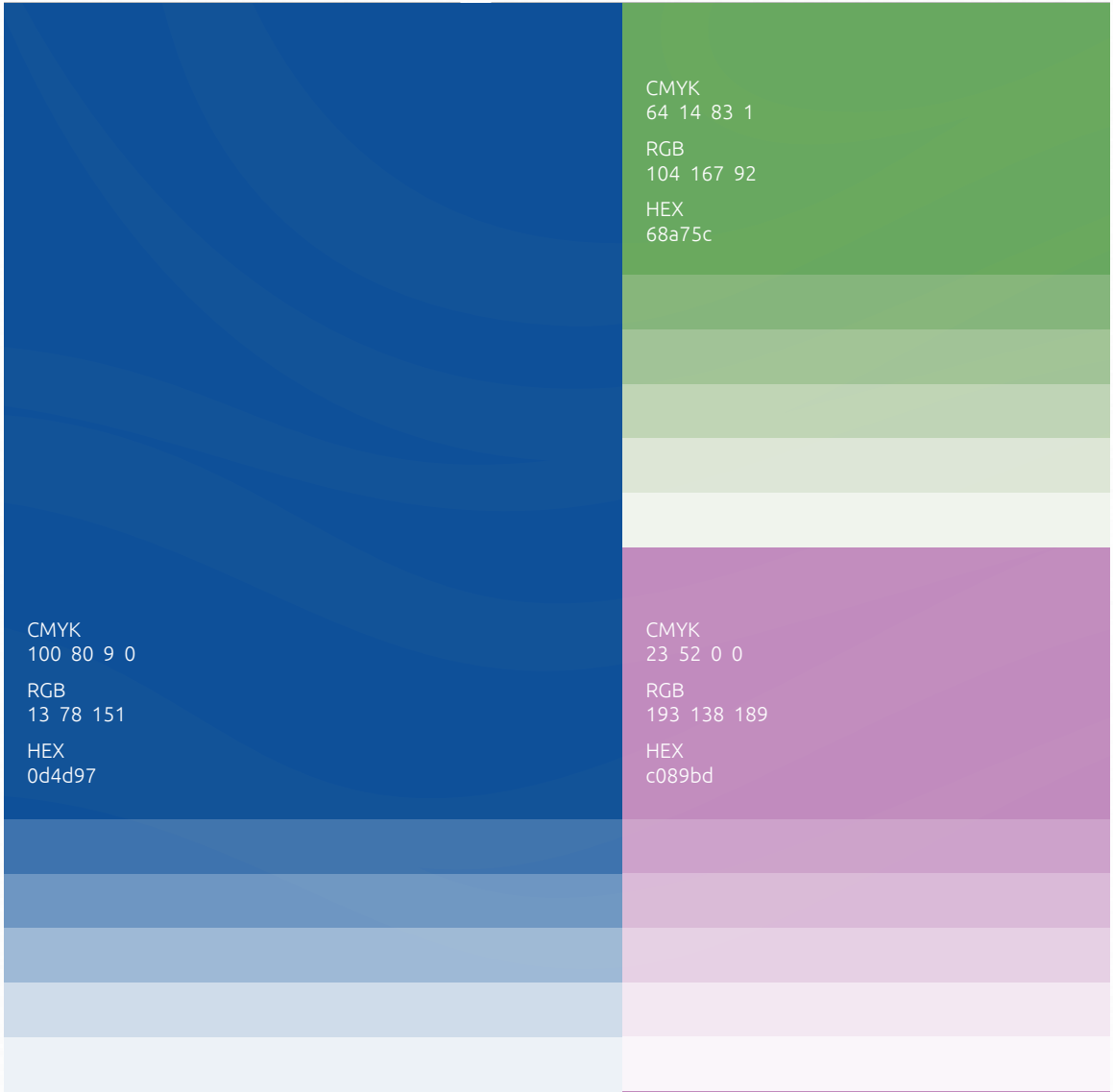
Balancing partner logos with the Town of Fort Smith logo.

Logos are not all created equal so ensuring a consistent and visual balance with the partner or sponsorship logo and Town of Fort Smith is important. Executed well, a logo pairing can convey respect and trust. For a partnership logo pairing, ensure a balanced optical size, weight and spacing around each logo. For a sponsorship pairing, allow the Town of Fort Smith logo to carry greater optical size and weight compared to the sponsor logo and provide ample spacing between the two.

Mishandling the pairing of logos could have a negative impact on the perceived relationship confidence.







Primary Colour Palette

The primary colour palette reflects the vegetation, water and aurora-filled sky of Fort Smith.

Colours of Fort Smith

The brand colour of The Town of Fort Smith consist of three colour palettes:

- Primary Colour Palette (3 colours)
- Secondary Colour Palette (4 colours)
- Neutral Colour Palette (4 colours)

The brand colors are friendly and welcoming and express the sunset hues over the flowing Slave River.

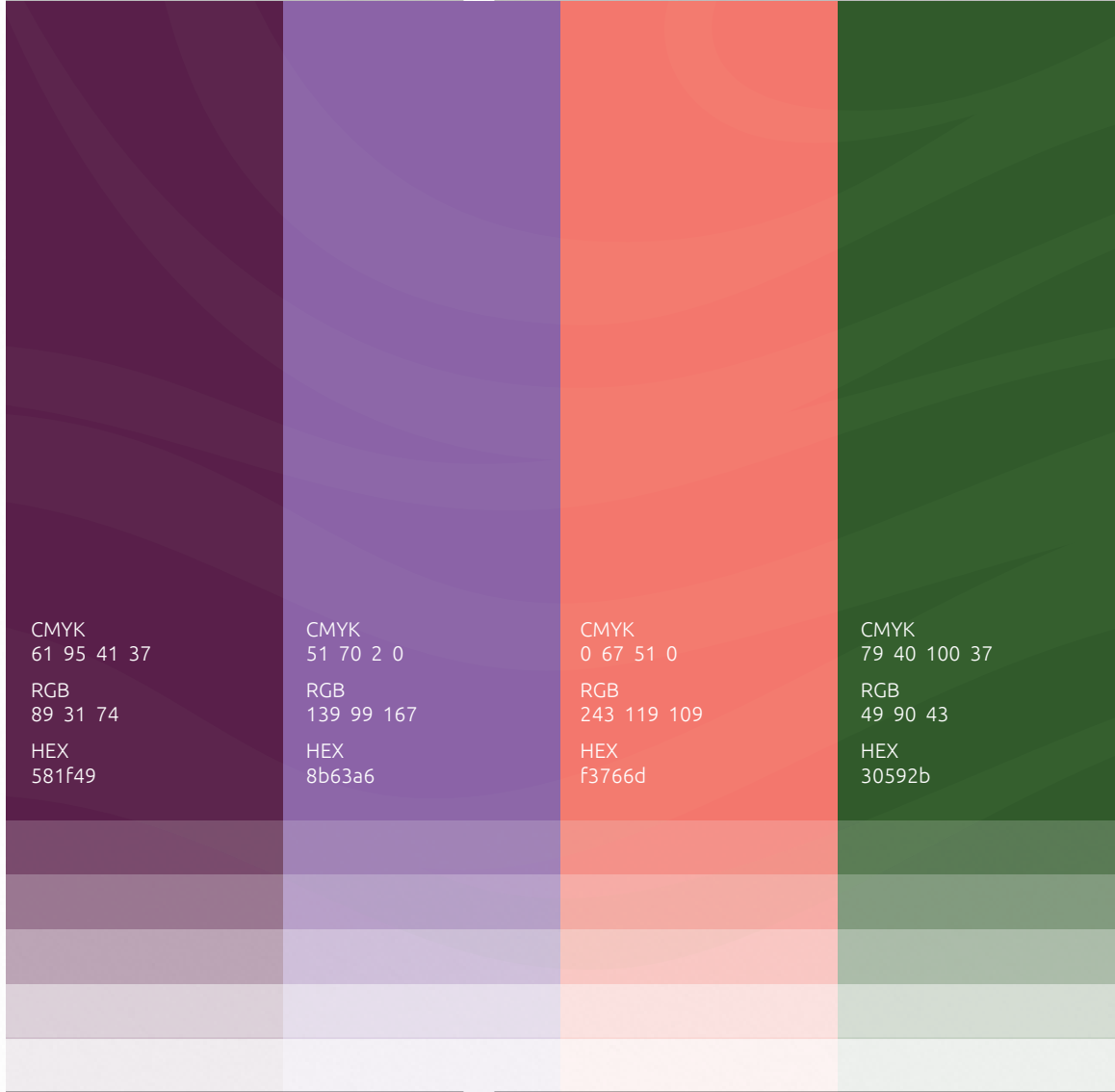
Use the colours to define the Town of Fort Smith brand. Pair it with photography/imagery that reflect the primary colour palette to further establish the look and feel of the brand.

OUT HERE **NATURE REIGNS**



Fort Smith
NORTHWEST TERRITORIES





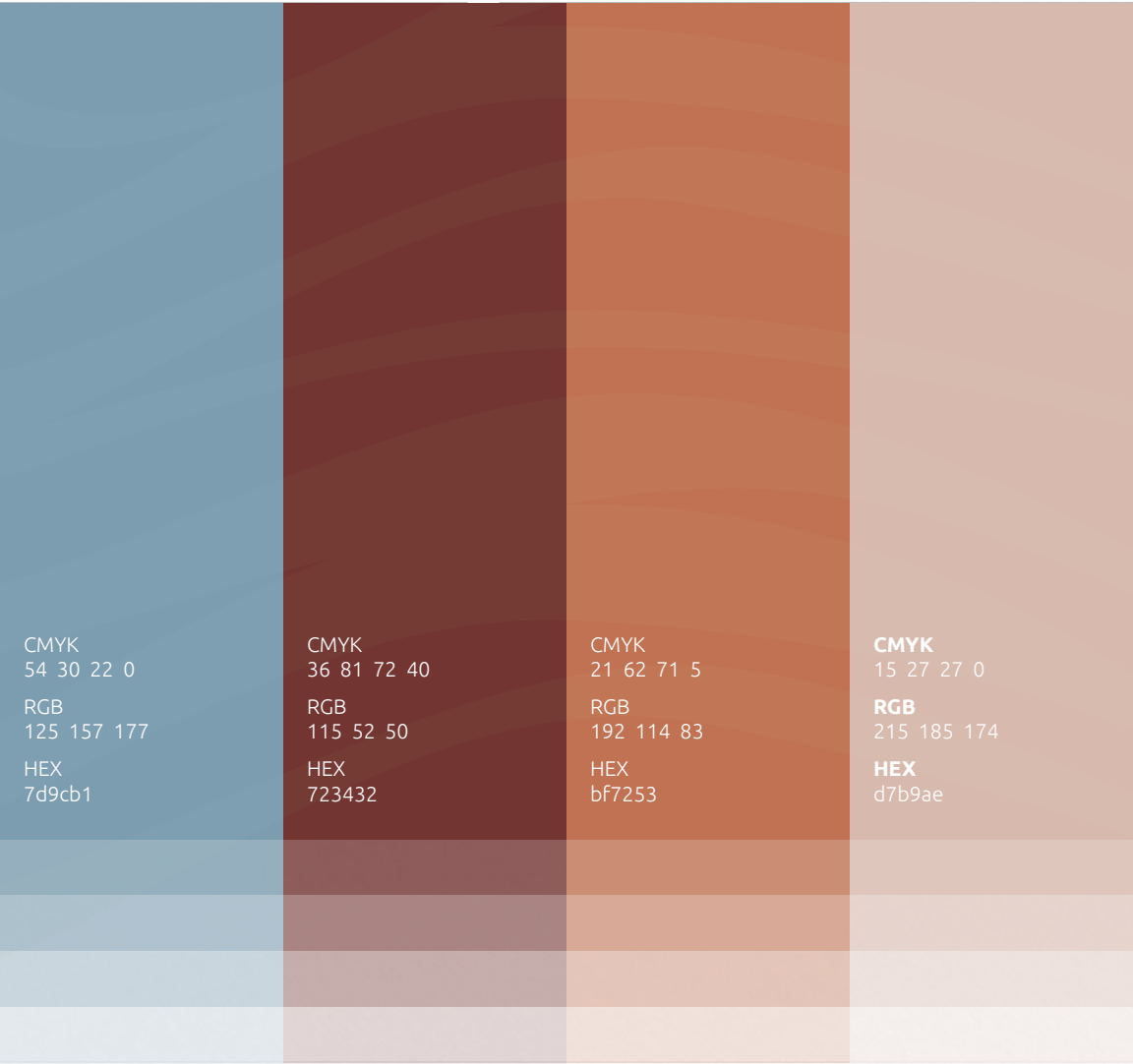
Secondary Colour Palette

The secondary colour palette adds more depth and intensity to the brand

Complementary colours

The Secondary colour palette is a bright and engaging set of colours that complement the primary palette. They also add depth and intensity and work well as accent or contrast colour in a layout.

Pair it with photography/imagery that need the contrast of vibrant colours to stand out.



Neutral Colour Palette

The neutral colour palette provides a harmonious balances to the primary and secondary colour palette

Neutral colours

As The Town of Fort Smith logo emphasizes the elements of earth (ground), water, and sky (air), the neutral colour palette provides a return to nature and a harmonious balance of hues to offset the vibrancy of the primary and secondary colour palette. Whereas the Secondary colour palette conveys a coolness, the neutral palette is all warmth.

Pair it with photography/imagery with earth tones and to offset brighter shades of the primary and secondary palettes.



Playing With Colour

With so many colours, staying on brand requires balance and consideration.

How and when to use the primary, secondary and neutral colour palettes

As the primary colour palette contains the logo colours, it is the first consideration for colour choices. Established colour systems (for Local Residents, Business Interests, Visitor and Potential Relocations) should be the second consideration.

With photography, consider the colours that complement the hues and shades that create

OUT HERE NATURE REIGNS

COLOURS FROM ALL THREE PALETTES

Ubuntu (Primary Typeface)

The quick brown fox jumped over the lazy dog in Fort Smith

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+/-

Playfair Display (Secondary Typeface)

The quick brown fox jumped over the lazy dog in Fort Smith

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+/-

Playing With Type

Typography is an integral part of any brand.

Primary and Secondary Typefaces

Both printed and digital communications work best when the typography is consistent and we've chosen typefaces that are flexible, versatile and easy for everyone to use.

Ubuntu is the Fort Smith Typeface font. The light and regular font weights are suitable for general use as body copy; the medium and bold weights work well as and subheads and key messaging.

Playfair Display is the Secondary typeface and should be used when added contrast in text content is required (like the headings in this Guide)! Both are google fonts and free to download and use.

PUBLIC NOTICE

Fort Smith is exciting and the opportunities for adventure are close by. **Playfair Display is the Secondary Typeface. Use is when you want to add contrast.**

Bison + Pelican

Ubuntu Regular is a great font for subheads and body text. Fugias cullitatiost hit aliquod ra sum ne iorporest, sitas solupta voluptur moloresssequi ute adipsa ese ero.

It also is very legible at small sizes. This is 7 pt. Great, right? Sequi adi resediatur, omnimus ciminctatur? Evenda cuscidelecte pos nusa illa qui dolo distiis ariatquos derum siminvendam, es nis rem nimenis sapis qui officium sum ipsam que volo velit. Sam quia voloreprovit ad ero dolecuscus remporumquae nobisti amusapiditas dolore res as aut ese dolendis anturec aboriae omnisit ra sum nes et rem quo doluptas. denimint volorest ex exera quis suntemo ditibeatur apel il ipsus sapid mos es qui idem.

Go forward + explore the
North!

Playfair Display
as a Header

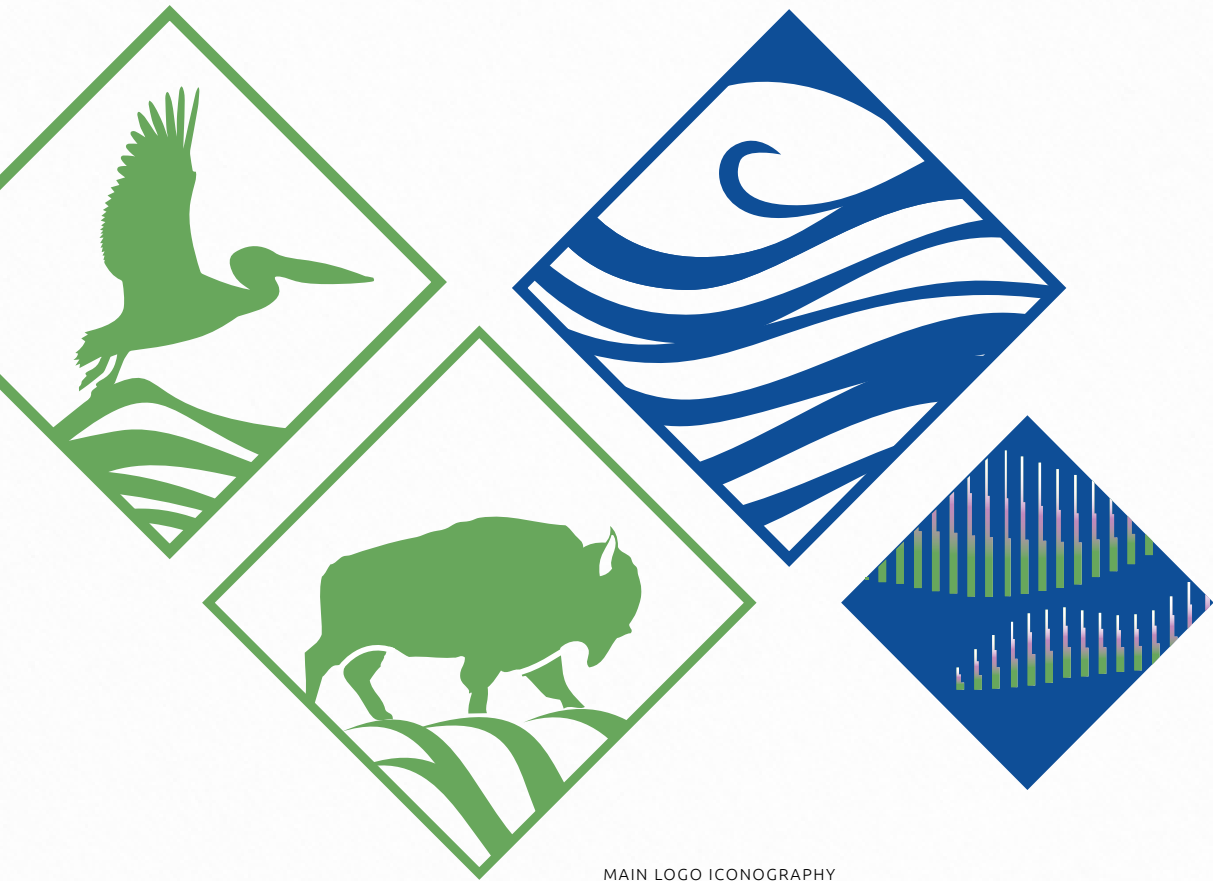
IN THE TOWN OF FORT SMITH
Aurora + Rapids
Playfair Display is best in lowercase

Ubuntu is the Primary Typeface. The rounded corners and the truncated cross-bar of the lowercase T are friendly and welcoming. And it's easy to read.

But it's all greek to me (actually this is latin). This is Ubuntu Light. **And this is Ubuntu Medium. And Bold.**

Say hello to Lorem Ipsum.

□ Lorem
ipsum
nam sit
amet.



MAIN LOGO ICONOGRAPHY

Iconography

What better way to communicate with our target audiences than with icons.

Visual Vocabulary

Icons can communicate more than a word or phrase. And in both print and digital worlds, when a clear understanding of information conveyed to your audience is essential, a small icon can be an important element in driving action, communicating an idea or connecting an individual to the content they need.

They can be used across all channels of communication and can be an invaluable tools for navigation (on websites and mobile devices for instance). They also provide orientation and direction for wayfinding signage/content.



STYLISTICALLY SIMILAR ICONS



Icons are universal. They work well because they are ideal for non-verbal communication—they do not rely on the written word.

Icons break the language barrier.

The icons for the Town of Fort Smith should be consistent in colour, simplicity and stylistic design. Stylistic consistency is key as it establishes a definitive look for the brand, especially in the design of people. Wildlife icons should echo the design of the main logo iconography.

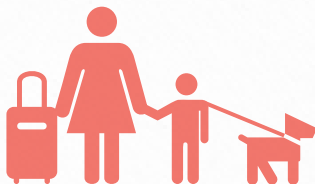
The pelican, bison, water and aurora icons from the logo should never be rendered in any other colour other than those that make up the original logo formats.

Like colour and typography described in this guide, icons are an important brand element. They add character and expand the visual vocabulary of the Town of Fort Smith brand.

POTENTIAL CATEGORIZATON OF ICONS BY COLOUR



ANIMAL ICONS



Iconography and Colour

Applying colour to specific communications is one way of creating continuity and familiarity with the brand for key target audiences.

RECREATION (LOCAL RESIDENTS)

PUBLIC NOTICE

Swimming Pool

FORT SMITH COMMUNITY & RECREATION CENTRE

The Recreation Centre is currently monitoring the water temperature in the pool. **If it drops below 26°, the pool will be shut down.**

For more information please call (867) 872-4732.




Fort Smith
NORTHWEST TERRITORIES

POTENTIAL RELOCATION

TOWN OF FORT SMITH

Job Opportunity

Childcare Primary Care Worker

Aciment. Optas dolores sit, officim endistiam laut posape praepe ea verovideni dolore et harum isquod eum, optatquatur simodignatet.




Fort Smith
NORTHWEST TERRITORIES

MUNICIPAL (BUSINESS INTERESTS)

PUBLIC NOTICE

Garbage Pick-up

TOWN OF FORT SMITH, NT

Change to Garbage Pick-up

Apieniste odi conet, odi il eossint mi, que dolore voluptis volupticius et harem (867) 876-5432.




Fort Smith
NORTHWEST TERRITORIES

Brand Tone

The brand tone for Fort Smith guides “how” Fort Smith should be communicating.

Different aspects of the tone can be stronger depending on the audience and content, but the brand tone directs how Fort Smith’s voice should feel.

The brand tone for Fort Smith is Confident, Dynamic and Adventurous.

Fort Smith needs to distinguish itself with confidence. Communication needs to be sure and assertive, while still being friendly. A confident voice is what will attract adventure-seekers and travellers who will see the value in the experiences in the area. While welcoming, Fort Smith needs to sound stable - assured in itself and in what it has to offer.

Being dynamic is going to bring life to Fort Smith’s tone. Communicating with passion and excitement will translate to a feeling that Fort Smith is active and embracing its potential. Promoting community events and highlighting what is “unexpected” around the community will resonate with audiences willing to try something new.

Lastly, Fort Smith’s tone is adventurous. Fort Smith is exciting and the opportunities for adventure are close by. A tone that doesn’t shy away from the unknown will encourage audiences to seek out what is unforgettable. From the rapids of Slave River to the expanse of Wood Buffalo, communication needs to speak about Fort Smith as being full of opportunities to grab onto.

Brand Messaging

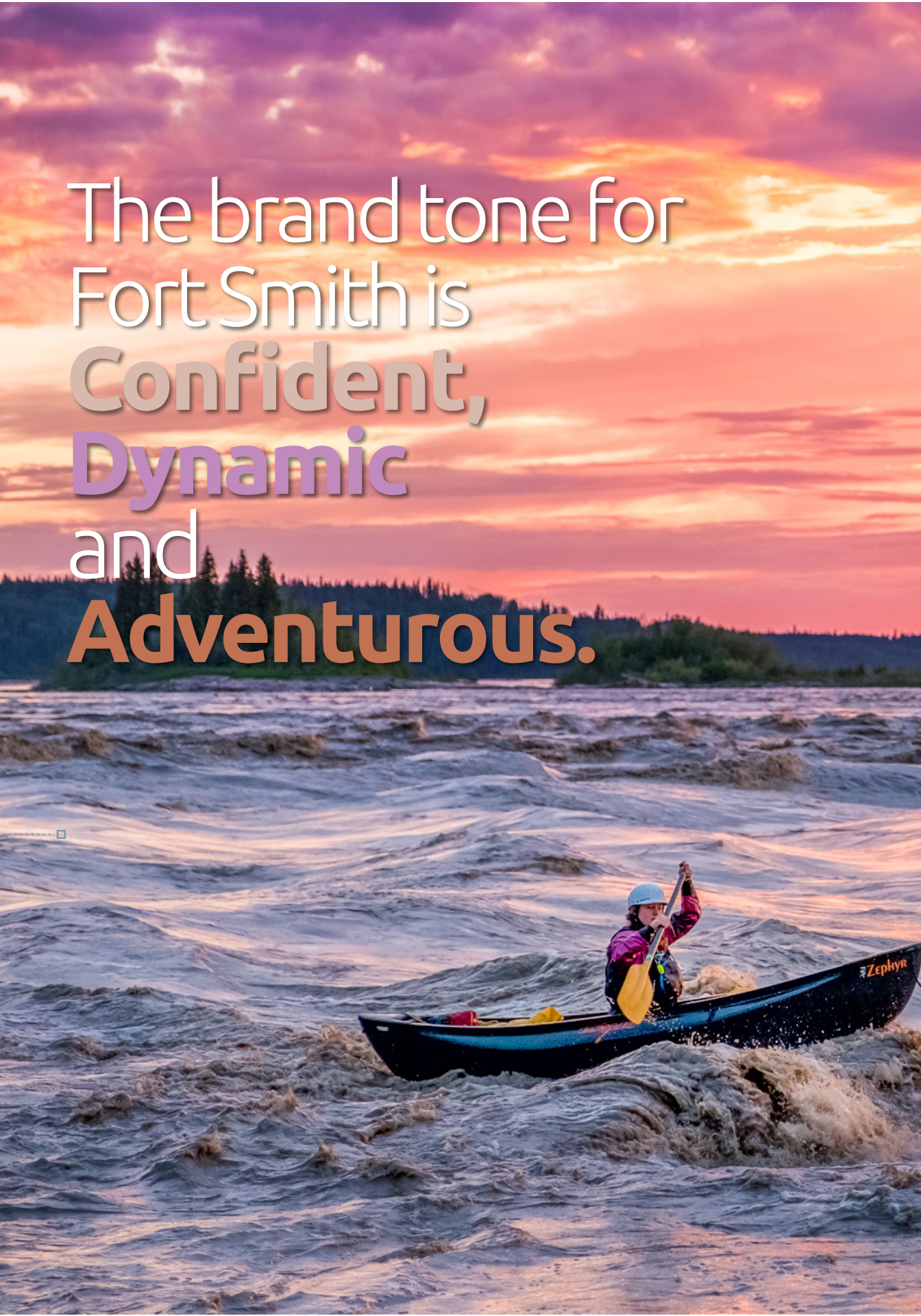
The brand messaging for Fort Smith is the guiding spirit of “what” Fort Smith should be communicating.

Everything should contribute to emphasizing the overall impression of the brand message. The brand message is what people should believe about Fort Smith by interacting with the brand.

Living beside the rapids means living with adventure right at your fingertips. The messaging for the Town of Fort Smith needs to communicate the opportunities and potential that are inherent to life around the town. Fort Smith is a place of excitement and adventure. Specifically, the proximity and accessibility of those opportunities is what makes Fort Smith a desirable place to live, to visit, and to invest in. In Fort Smith, you’ll find the unexpected, and live in the unforgettable.



The brand tone for
Fort Smith is
Confident,
Dynamic
and
Adventurous.





Unexpected excitements. Unforgettable stories.



Unexpected paddling. Unforgettable adventures. □.....

Brand Taglines

The Town of Fort Smith’s tagline has recognizable roots in the old brand with the words Unexpected and Unforgettable.

Unexpected _____.
Unforgettable _____.

To make the tagline more flexible, Fort Smith’s tagline has a bit of variability - the words following Unexpected and Unforgettable can be changed to fit the audience or tailored for specific events or seasons. As well, this gives the town the freedom to customize and refresh the tagline without breaking familiarity with the brand.

Using colour and the secondary typeface Playfair Display (italics) is a great way to customize and refresh the tagline. See opposite page for examples.



Fort Smith

NORTHWEST TERRITORIES

Unexpected potential. Unforgettable opportunities.

Unexpected *adventure.*
Unforgettable *history.*

Unexpected *potential.*
Unforgettable *opportunities.*

Unexpected *sights.*
Unforgettable *stories.*

Unexpected *freedom.*
Unforgettable *culture.*

Local Residents Unexpected Adventure, Moments
Unforgettable Community, Living, Culture, History

Business Interests Unexpected Potential
Unforgettable Opportunities, Community

Visitors Unexpected Adventure, Excitement, Sights,
Unforgettable Stories, Beauty, Memories

Potential Relocations Unexpected Adventure, Freedom
Unforgettable Community, Opportunities, Living, Culture

Managing the Brand



Managing the Brand in Communication

Managing the brand means using it appropriately and effectively.

It is important to consider the audiences and what their expectations of the town are. The Town of Fort Smith can communicate more effectively by speaking to these interests while still staying consistent with the brand.

To identify the right branding and guidelines, consider who the information is for and what the purpose of the information is. Follow the Communication Decision tree

The Communication Decision Tree

| Who is this for? | What is its purpose? | |
|---|---|--|
| Government Partners and Departments | Is this communication part of internal municipal communication or communication with other governments? | Internal Communication |
| The Community of Fort Smith | Does this contain important municipal updates for the majority of people living in Fort Smith? (closures, municipal deadlines, public services changes) | Communication with Local Residents |
| | Is this communication relevant to people with a financial investment in land or businesses? (zoning, permits, licensing) | Communication with Business Interests |
| | Does this communication promote an event, celebration or activity that locals can take part in? (parade, fireworks, holiday markets, live music) | Communication with Visitors |
| People Outside the Community for Fort Smith | Does this communication highlight events or activities that someone can plan to do in the future, or accommodations for people outside the community? (tours, packages, events, accommodations) | |
| | Does this communication provide information or set expectations about daily life in Fort Smith? (culture, cost of living, available services) | Communication with Potential Relocations |

LETTERHEAD, BUSINESS CARD
AND ENVELOPE



Internal Communication

Internal Communication is least impacted by Fort Smith's Brand in terms of tone and messaging. Information should be clear, concise, and specifically relevant to the parties involved.

Visual branding is important in internal communication. Consistent use of the logo, typography and tagline indicates that a piece of communication is official, and it provides a clear way for external parties to recognize when something is from the Town of Fort Smith.

BANNER FLAG, TWITTER POST, NEWSPAPER AD



Communication with Local Residents

Residents will want to see a strong presence of the town's identity - the town's confidence in itself will reinforce a local sense of pride and belonging. Similar to the visitor audience, residents will want to know about events and opportunities, and they will look to the town for assurance before participating in unexpected and unforgettable adventures.

They will also expect clear and concise communication for public announcements. The town needs to provide important information clearly, confidently and consistently. Strong use of the town's visual brand and logo will indicate to residents which communication is official and can be trusted.



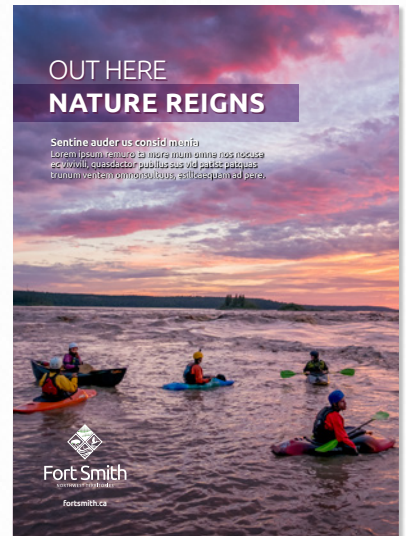
BANNER FLAG, TWITTER POST, NEWSPAPER AD

Communication with Business Interests

This audience is looking for clear information to use in decision-making, and needs messaging that conveys trust and authority. A town that presents itself as well-branded and organized inspires confidence, which is important for discussing issues like zoning, permits, or licensing.

Business Interests are also interested in opportunity and adventure, and see a thriving, active and dynamic town as a place with potential. Rather than emphasizing novel experiences, communication with this audience should focus on the possible financial returns that come from working with Fort Smith.

BANNER FLAGS, MAGAZINE AD



Communication with Visitors

Visitors need the most management of all the audiences because they are the least familiar with Fort Smith. Visitors will want to see what is exciting about the town and will gravitate towards communication that feels inspiring and adventurous. This is crucial for making Fort Smith distinct from their other travel options.

Consistent and strong branding is reassuring to visitors as they plan. It creates confidence that Fort Smith will meet their expectations, and will allow them to get caught up in the excitement of planning a trip. Visitors need to be led to important information and will be easily frustrated with unclear directions or deadends in communication.

In some cases, a piece of communication can seem relevant to local residents and visitors - for example, canceling an outdoor market due to weather. In these instances, it is best to use branding that is recognizable to visitors. Residents will be familiar with both designs, but it is important for visitors to easily identify what information is relevant to them.

Communication with Potential Relocations

Like visitors, they may know very little about Fort Smith and will want to be inspired by a place that feels adventurous, exciting and inviting. As prospective residents or business interests, they are looking to make an investment in Fort Smith beyond just a vacation, and so will need clear and confidence-inspiring communication to feel informed. They will want access to important decision-making information and will expect accurate and timely responses during their consideration.



TWITTER POST, NEWSPAPER AD

Supporting the Brand

For the Town of Fort Smith's brand to be effective, it needs to be supported by other partners.

Here, local businesses and the community itself can play a role in promoting the brand and representing Fort Smith. Together, we all contribute to what people think about Fort Smith: The brand is what remains consistent about how the Town of Fort Smith is perceived.

Local businesses can support the brand by:

- Displaying Fort Smith branded signage in their storefronts
- Sponsoring, promoting, or organizing events around town
- Including "Unexpected" or "Unforgettable" in their own messaging
- Amplifying messaging put out by the town on their own channels

The community can support the brand by:

- Embracing the adventurous culture of Fort Smith
- Organizing, promoting, or attending events around town
- Being positive ambassadors for Fort Smith to people outside the community

A media kit that can be easily distributed and used by community members would be a valuable asset in building support and familiarity with the Town of Fort Smith brand. Creating this kit means there is little risk of brand assets being tampered with.

Working in Partnerships

When the town of Fort Smith works with partners, the Fort Smith brand becomes something that all parties have the capacity to impact. Whether that is something as small as supplying a Town of Fort Smith logo for a poster or as large as letting the partner speak for the Fort Smith community, these place the reputation of the Town of Fort Smith in the hands of other people.

In these cases, it is beneficial to have specified assets set aside for partner use and to have an established agreement for what is permitted by partners when it comes to the Town of Fort Smith brand. These agreements and guidelines should consider questions such as:

- Is the Town of Fort Smith a supporting voice or a leading voice in this partnership?
- Is the partner stating something that the Town of Fort Smith would not state itself?
- Does this partner have a reputation for consistency?
- Is the messaging of this partnership contradictory to Fort Smith's messaging?

Brand Development

Refreshing the Town of Fort Smith brand means planning for the future and finding the best opportunities for the brand to grow. With the primary creative elements established, we look to the future of our brand development. Our next steps focus on the following areas to make the refresh comprehensive and ensure Fort Smith's Brand reaches its full potential:

- Create audience-specific visuals
- Develop brand assets for use by businesses, community groups, and partners
- Establish usage agreements and guidelines for partnerships

Together, we all
contribute to what
people think about
Fort Smith







Fort Smith

NORTHWEST TERRITORIES

ADDRESS, CONTACT INFO LOREM IPSUM



Town of Fort Smith

Community Services Advisory Board

Thursday, February 23, 2023 at 12:00pm

CRC Curling Club Room - Regular Meeting

Attendees:

- Jonah Mitchell, Chair
- Jeri Miltenberger, Vice Chair
- Allie MacDonald
- Gail Hartop
- Rohma Nawaz
- Sebastien Bourke
- Jacie Macdonald
- Dianna Korol, Council Representative

Regrets:

- Mike Vassal
- Payton Vogt

Administration:

- Emily Colucci, Director of Community Services
- Katie Reid, Executive Secretary

A. Call to Order

Jonah Mitchell called the meeting to order at 12:05 pm. Jonah welcomed new members and the board gave introductions.

B. Delegations

There were no delegations

C. Approval of the Agenda

MOTION

Moved by: Gail Hardtop

Seconded by: Jeri Miltenberger

That the agenda be adopted as amended to include discussion regarding the pool.

CARRIED UNANIMOUSLY

D. Approval of the Minutes

MOTION

Moved by: Jeri Miltenberger

Seconded by: Gail Hardtop

That the minutes of December 5th, 2023, be adopted as amended.

CARRIED UNANIMOUSLY

E. Business Arising from the Minutes

Cr. Korol advised that the Child and Youth Access to Facilities Policy was passed by Council. Jonah asked if it would be rereviewed in the future. Emily confirmed this and advised that the Town is working on a review schedule for policies and bylaws.

F. New Business

- a. Community and Recreation Centre Statistics December 2022/January 2023 – The CRC statistics were reviewed.
- b. Library Statistics; 2022 Annual Report, January 2023, Circulation Statistics December 2022/January 2023 – The statistics were reviewed. Emily advised that usage has increased with moving the Library to the CRC but on the same budget. She noted that there is a lot more programming, attendance and interactions occurring at the Library. Cr. Korol is on the wait list for Libby for free audio books and thinks this is an amazing program.

Emily advised that the Library will no longer be charging late fees and will only charge if a book is damaged or lost. She stated that the intention is not to deter people from using the library by avoiding late fees. Jeri replied that late fees have never been effective and do not incentivize returns or usage. Allie was happy to be able to bring PWK school classes to the Library.

- c. Donation Policy CP202 – The Donation Policy was reviewed. Emily advised that the donation policy requires an application process and follow-up, and that this process would start to be implemented. She noted that Mayor and Council amalgamated donations and contributions into a consolidated budget line to review on an application basis to ensure the community benefits from the programming. She noted that the budget was reduced from \$35,000 to \$28,500.

Allie advised that in the past organizations would write a letter to Council requesting a donation. Emily replied that a letter can be included too. Allie felt that the application process may place a burden on volunteers organizing events. Emily replied that the application would be available online as well and that the process is to ensure accountability for how donations are issued and to ensure the community benefits and that programming is as accessible as possible.

Jeri asked if Museum funding is considered a donation. Emily replied that this is separate, and that the JBT Snack Program and Christmas Food and Toy Drive were also kept separate as standing donations.

Sebastien asked about government departments requesting donations for space. It was suggested that this should be an MOU outside of donations if on an ongoing basis. Emily advised that in-kind donations are still paid from the donations budget to CRC revenue for accountability.

Jonah asked if the policy accounts for donations to the Town. Emily replied that donations are not received often and not encompassed in the policy.

Sebastien asked if there is an appeal process or if denials could be countered in the situation where an organization asked for too much and was denied. Rohma thinks there should be a reason if the request is denied. Emily replied that often something is given even if it is not the full donation requested.

- d. William Schaefer Memorial Swimming Pool – Emily advised that more lifeguards were trained, but they are leaving, and the Town is back at beginning stages. She noted that the training is free, and that some of the individuals taking the training were not showing up and when the training is completed, they don't want to work. She commended the current lifeguards for doing an amazing job in covering the schedule but advised that they are high school students, and this isn't their career. She noted that they would like spring break off and that the Pool would likely be closed for this period. Cr. Korol noted that JBT Elementary School isn't doing swim lessons anymore either as Shirley Hehn used to take them, but she is retiring.

G. Upcoming Events

Wood Buffalo Frolics – March 9-12th, 2023

Allie advised that Dene Games and Arctic Sports would be happening during the Frolics.

H. Excusing of Members

Mike Vassal was excused from the meeting.

I. Date of Next Meeting

That the next CSAB meeting be scheduled on Thursday, March 23rd, 2023 in the CRC Curling Club Room.

J. Adjournment

MOTION

Moved by: Jeri Miltenberger

Seconded by: Rohma Nawaz

The meeting was adjourned at 12:59 p.m.

CARRIED UNANIMOUSLY



BRIEFING NOTE

To: Community Services Standing Committee

Date: March 14, 2023

Subject: Slave River Paddlefest – Donation Request

Purpose:

To brief Council on a donation request received from Slave River Paddlefest.

Background:

The Slave River Paddlefest is an annual weekend event held in Fort Smith over the long weekend in August. The Slave River Paddlefest Festival promotes physical activity, showcases Fort Smith's natural resources, and brings visitors to Fort Smith.

In the past, the annual contribution towards the Slave River Paddlefest was a budget line item in the amount of \$2,500. In approving the 2023 Budget all contributions/donations were amalgamated into one budget line item for review on an application basis.

The Town of Fort Smith last issued a \$2,500 contribution to Slave River Paddlefest in 2022.

Analysis:

The Slave River Paddlefest is planned for August 4-7, 2023, and they are requesting \$2,500 in monetary support and separate in-kind support.

They are requesting staff support in moving equipment to set up registration tables at the Parks Canada Office on Thursday, August 3rd and staff support again on Friday, August 4th to assist with registration at Parks and with the info booth at the boat launch. They are also requesting porta-potties, garbage bins, and a picnic table be brought to the boat launch. On Saturday, August 5th they are requesting staff support in running an info booth at 10:00am and staff support in running the info tent at Mount Portage Rapids while paddling instructors run events and manage safety. They are requested qualified staff supervise children on Saturday and Sunday on the beach at Mount Portage from 10:00am to 4:00pm.

They are also looking for volunteer support to manage entry stamps and DJ at the Saturday night party at Dirty O'Fergies and to sell raffle tickets and merchandise at the awards ceremony at Queen Elizabeth Park on Sunday.

They have indicated that cash donations would go towards cash prizes for photo contest winners, honourariums for instructors, and the purchase of new paddling gear.

The Community Contributions Budget (Previously the Donations Budget) was \$28,350.

A \$5,000 donation was issued to The Frolics, and a \$1,000 donation to the Thebacha Dog Musher's Association. The remaining Community Contributions Budget is \$22,350.

The Fort Smith Ski Club has also requested a \$5,000 contribution pending submission of their Sponsorship Application Form.

Recommendation:

Seeking Council's direction for this donation request.



SLAVE RIVER PADDLEFEST SPONSORSHIP PROPOSAL

Fort Smith NT, Canada August 4th-7th, 2023 SlaveRiverPaddlefest.ca

February 22nd, 2023

Diane Seals
Town of Fort Smith

Dear Diane,

We first want to thank you for your continued support of Paddlefest over the years. While the Slave River may be frozen, paddlers around the world are already dreaming of the warm waters and world-class waves they find in Fort Smith over the August-long weekend. Our unique festival promotes physical activity, showcases our extraordinary natural resources, and brings visitors to Fort Smith. Last year we had 98 registrants from three countries, not including those who came by just to check it out. We expect just as many, if not more, to come out for the event this year.

Last year your generous donation totalled \$2500, and a similar donation this year will place you well into our Platinum sponsorship level. As a Platinum sponsor you will receive your logo on our t-shirts and website, as well as four Party Passes, which each include entry to the Saturday night party, meals, a t-shirt and swag bag. These make great prizes for your employees.

We'll follow up soon to discuss details and see how we can work together to support this great community event. Please call us at 867-621-2025 or email slavepaddlefest@gmail.com if you have questions.

Thank you kindly for your time.

Robyn Brown
Paddlefest Coordinator
Fort Smith Paddling Club
Box 511 Fort Smith, NT X0E0P0
slavepaddlefest@gmail.com





SLAVE RIVER PADDLEFEST

SPONSORSHIP BENEFITS

Fort Smith NT, Canada August 4th-7th, 2023 SlaveRiverPaddlefest.ca



Title Sponsor: \$2500+ cash or retail value

- All platinum sponsor benefits
- Logo placement in promotional videos
- Negotiable special benefits (named events, unique logo placement)

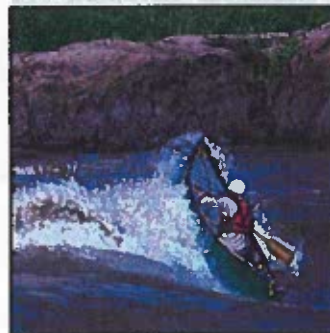
Platinum Sponsor: \$1000-\$2499 cash or retail value

- 4 Shout-outs during Paddlefest
- Large logo on Paddlefest 2023 T-shirts*
- Social media shout-outs and linked logo placement on website
- Four party passes** to the weekend's events



Gold Sponsor: \$500-\$999 Cash or retail value

- 2 Shout-outs during Paddlefest
- Medium logo on Paddlefest 2023 T-shirts*
- Social media shout-outs and linked logo placement on website
- Two party passes** to the weekend's events



Silver Sponsor: \$200-\$499 cash or retail value

- Small logo on Paddlefest 2023 T-shirts*
- Social media shout-outs and linked logo placement on website
- One party pass** to the weekend's events



Bronze Sponsor: Up to \$200 cash or retail value

- Social media shout-outs and linked listing on website

***Sponsorship pledge must be confirmed by June 1st, 2023 for logo to be included on T-shirts.**

****A "Party Pass" includes meals (Friday and Sunday dinners, Monday breakfast, snacks at the beach Saturday-Sunday), a t-shirt, a swag bag, and entry to the Saturday night party. You can exchange 2 Party Passes for 1 Paddler Pass or upgrade for \$30.**

| | | | | |
|-----------------------------------|---------------------|--|--|---------------------|
| | | | | |
| Paddlefest | | | | |
| Income statement | | | | |
| April 01 2022 to February 28 2023 | | | | |
| Income | Amount | | Expenses | Amount |
| ITI Seed Grant | \$ 15,596.00 | | Pool sessions | \$ 1,350.00 |
| Registrations | \$ 4,335.00 | | Campground rentals | \$ 315.00 |
| Merch Sales | \$ 970.00 | | Website coordination | \$ 500.00 |
| Cash donations | \$ 4,000.00 | | Registration software | \$ 66.33 |
| | | | Registration coordination | \$ 500.00 |
| | | | Marketing coordination | \$ 3,000.00 |
| | | | Advertising | \$ 3,877.00 |
| | | | Influence paddler | \$ 2,500.00 |
| | | | Merchandise | \$ 1,866.71 |
| | | | Employee | \$ 560.00 |
| | | | Food | \$ 2,241.21 |
| | | | Tobacco for opening ceremony | \$ 132.00 |
| | | | Decorations | \$ 186.32 |
| | | | Photo contest prizes | \$ 350.00 |
| | | | Micellaneous (postage, printing, firewood, etc.) | \$ 116.08 |
| Total income | \$ 24,901.00 | | Total expenses | \$ 17,560.65 |
| Net income | \$ 7,340.35 | | | |

Town of Fort Smith Sponsorship Application Form

Donation and event request applications are required for financial and in-kind resources. Applications must be received at Town Hall at least 6 weeks in advance to allow for the Town's approval process.

Community Organization's Name
Name of club, non-profit, society, etc.

Fort Smith Paddle Club

Contact Person's Name

Robyn Brown

Contact Person's Phone Number (cell phone number)

8676212025

Contact person's email address

rdbrown258@gmail.com

Community Organization's Address

28 Warbler crescent, PO box 511, Fort Smith NT X0E0P0

Board of Director's Names and Positions

Raphael Jeanson-Gelinas (President), John Blyth (Vice president), Kevin Smith (Treasurer), Miles Barry (Secretary), Robyn Brown (Paddlefest Coordinator), Antoine Bertuame (Member at large).

What type of event are you organizing?



Athletic



Festival



Promotional



Race / Run / Walk



Educational



Cultural



Youth Event



Other:

Event Description

Explain your schedule, timeline and what the funding / in-kind sponsorship will be used for.

Paddlefest is a festival celebrating the Slave River every year on August long weekend (August 4-7 2023). Thursday, August 3rd we will need help moving equipment to set up the registration tables at the Parks Canada office. Friday, August 4th we will need help running registration at Parks and the info booth at the boat launch. Friday we will have beginner canoe and SUP lessons at the boat launch and we request porta-potties, garbage bins, and a picnic table brought to the site. Friday evening will have a dinner at Queen Elizabeth Campground and it would be great to have the mayor attend to welcome everyone.

Saturday - Sunday paddling events are at Mountain Portage rapids, where we will need help running the info tent while our paddling instructors run events and manage safety. We especially need staff to help run the info booth on Sunday morning (10AM start). It would be great to have qualified staff to supervise a kids area on the beach as well on Saturday and Sunday, between 10AM-4PM. Saturday night is a party at Dirty O'Fergies, where we can use volunteers to manage entry stamps and DJ. Sunday evening is the Awards ceremony at Queen Elizabeth campground, where we need volunteers to sell raffle tickets and merch. Monday is a pancake breakfast followed by various led paddling trips for different skill levels. Any cash donations will be used to support items that are not eligible for funding through our main ITI SEED grant such as cash prizes for photo contest winners, honorariums for instructors, and purchase of new paddling gear.

How will this event and sponsorship donation benefit the community?

Paddlefest is a unique festival that promotes physical activity, outdoor education, and showcases our amazing natural resources. The event brings in tourists from across the NWT, Canada, US, and other countries to Fort Smith. Many participants stay for more than the long weekend to explore the river and community. Tourists spend dollars locally on accommodations, food, entertainment, etc. During the festival many amazing photos and videos are taken that are shared online and promote Fort Smith as a tourist destination.

Who is your target market?

☒ Local community members

☒ Northwest Territories

☒ Canada

☒ International

☐ Other: _____

How will the contribution be recognized?

Town of Fort Smith logo on Paddlefest website, t-shirts and event posters, and sponsor shout outs on social media and live during events (dependent on sponsorship amount).

Sponsorship Request Details

Are you requesting a cash donation, in-kind donation or both?

Are you requesting a cash donation, in-kind donation or both?

☐ Cash

☐ In-kind

☒ Both

Requested Cash Donation Amount

2500

In-kind donation request

(A Town of Fort Smith staff member will follow up with you regarding details)

- ☐ Tables
- ☐ Chairs
- ☐ Set up / Take Down of tables and chairs
- ☒ Picnic Tables
- ☐ Bouncy Castle
- ☒ Staff to operate a station (ex: bouncy castle)
- ☐ BBQ - small portable
- ☒ Garbage Cans
- ☐ Dumpster bin
- ☐ Large stage (includes 4 hour staff set up and take down)
- ☐ Community & Recreation Centre Gym
- ☐ William Schaefer Memorial Pool
- ☐ Fort Smith Centennial Arena
- ☐ Conibear Park
- ☐ Riverside Park
- ☐ Speakers / sound system for outdoor use
- ☐ Speakers / sound system for indoor use

Total Budget

Planned expenses and anticipated revenues.

Budget can be attached separately.

Budget sent separately.

Other sources of Funding

ITI SEED grant and various local businesses

Any other supporting information

(Can be attached separately)

Donations made by the Town of Fort Smith are not to be regarded as a commitment by the Municipality to continue such donations in the future.

Organization Representative's Name

Robyn Brown

Signature and date (yyyy/mm/dd)

(please print document to sign)

2023/02/28

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